

FIG. 1

- REPLACEMENT SHEET -

Title: METHODS AND SYSTEMS FOR CREATING MODELS FOR MARKETING CAMPAIGNS

Application of: Samra et al.

Serial No: 09/474,588

Docket No: 17207-00005 (85IF-00103)

Atty: Daniel M. Fitzgerald; Phone: (314) 621-5070

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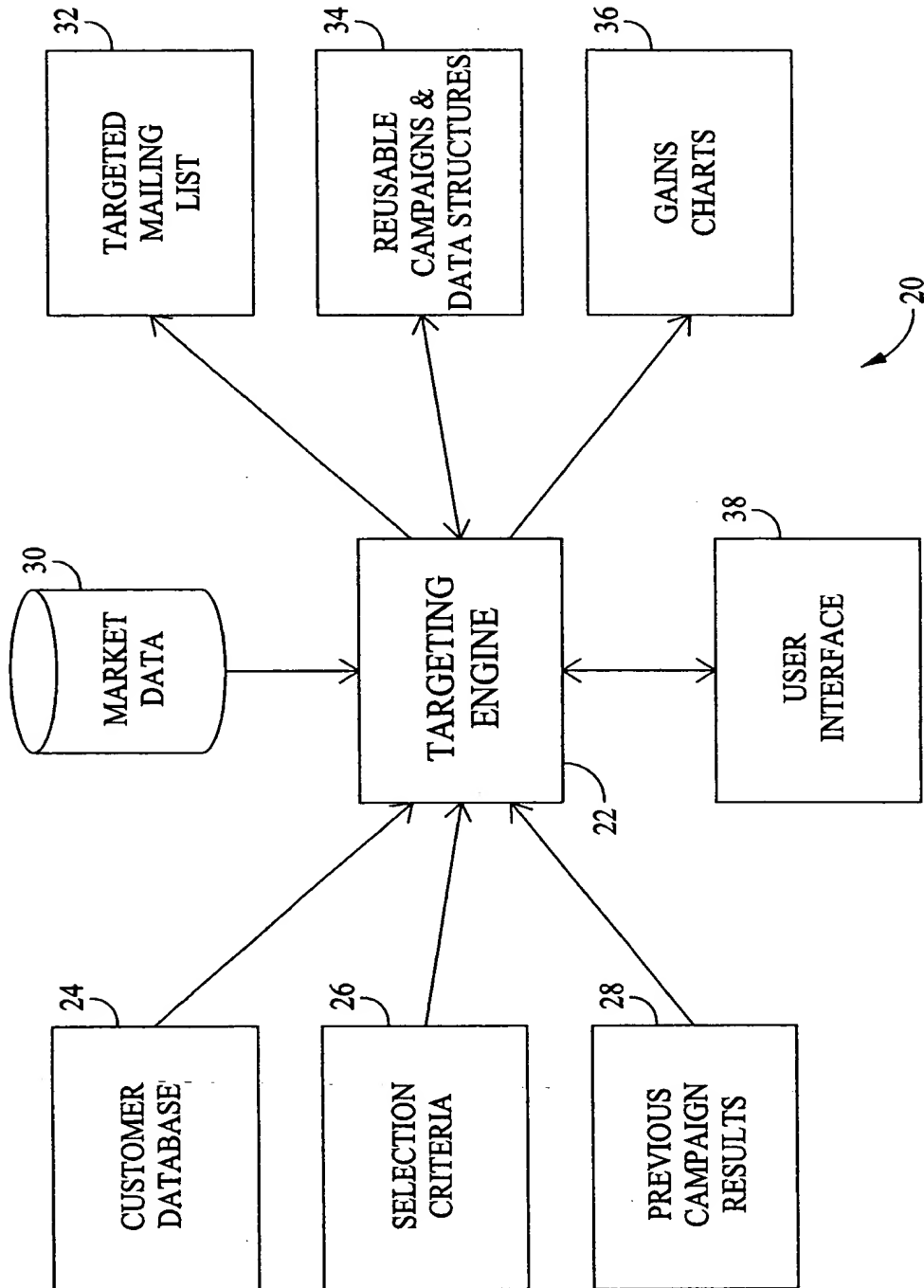


FIG. 2





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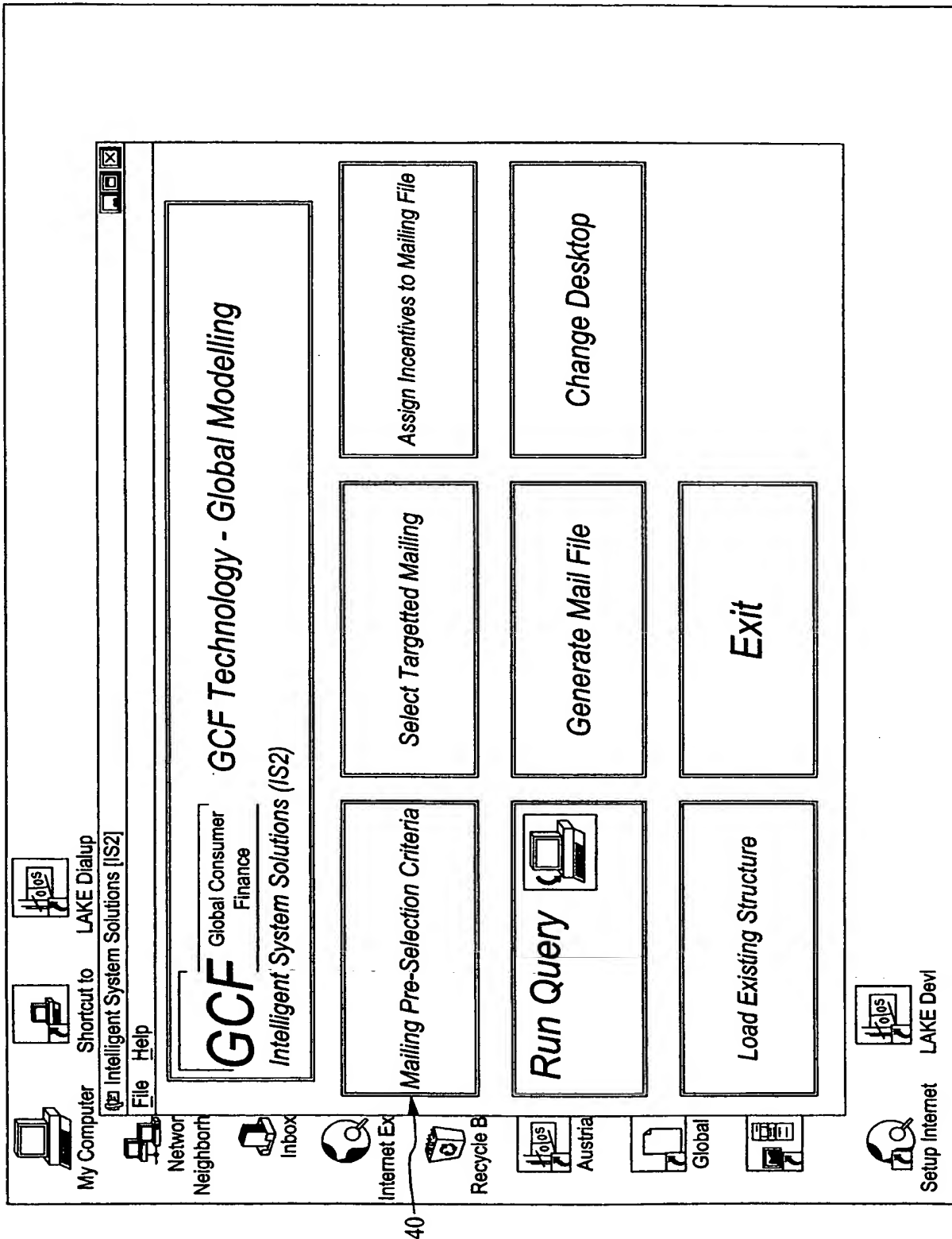


FIG. 3



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Intelligent System Solutions [IS2] File Help

GC Intelligence

Account Criteria

Criteria

Create Modify Retrieve Delete

Strategy

Create Table Delete Table... Close

Modelling

Holos

Please select the data view required

credit_line	54	Profession	56

Sections

☐ age ☐ risk_sc ☐ o_term 52

Current field selections -

credit_line[1]: 0:18000
age[4]: 25 - 28, 28 - 31,
risk_sc[7]: Risk D1, Risk
o_term[13]: 10%, 15%, 20%
Profession_Code[5]: Han

Select fields for dimension risk_sc

Fields

☒ All risk_sc
☐ Unknown
☐ Risk D1
☐ Risk D2
☐ Risk D3
☐ Risk D4
☐ Risk D5
☐ Risk D6
☐ Risk D7
☐ Risk D8
☐ Risk D9
☐ Risk D10 58

Criteria Name **Table Name**

Generate Mail File

Start 11:58 AM

50

FIG. 4



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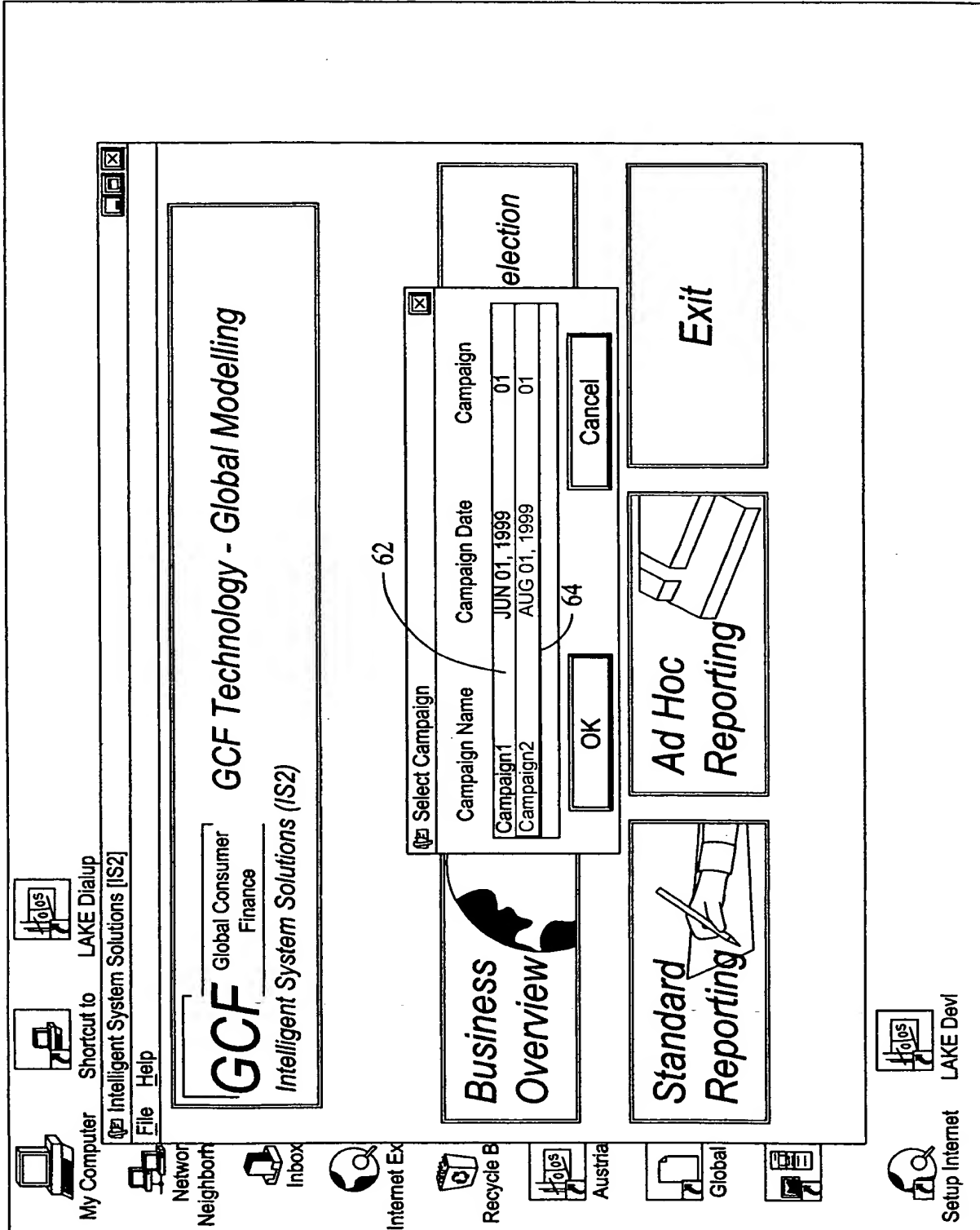


FIG. 5



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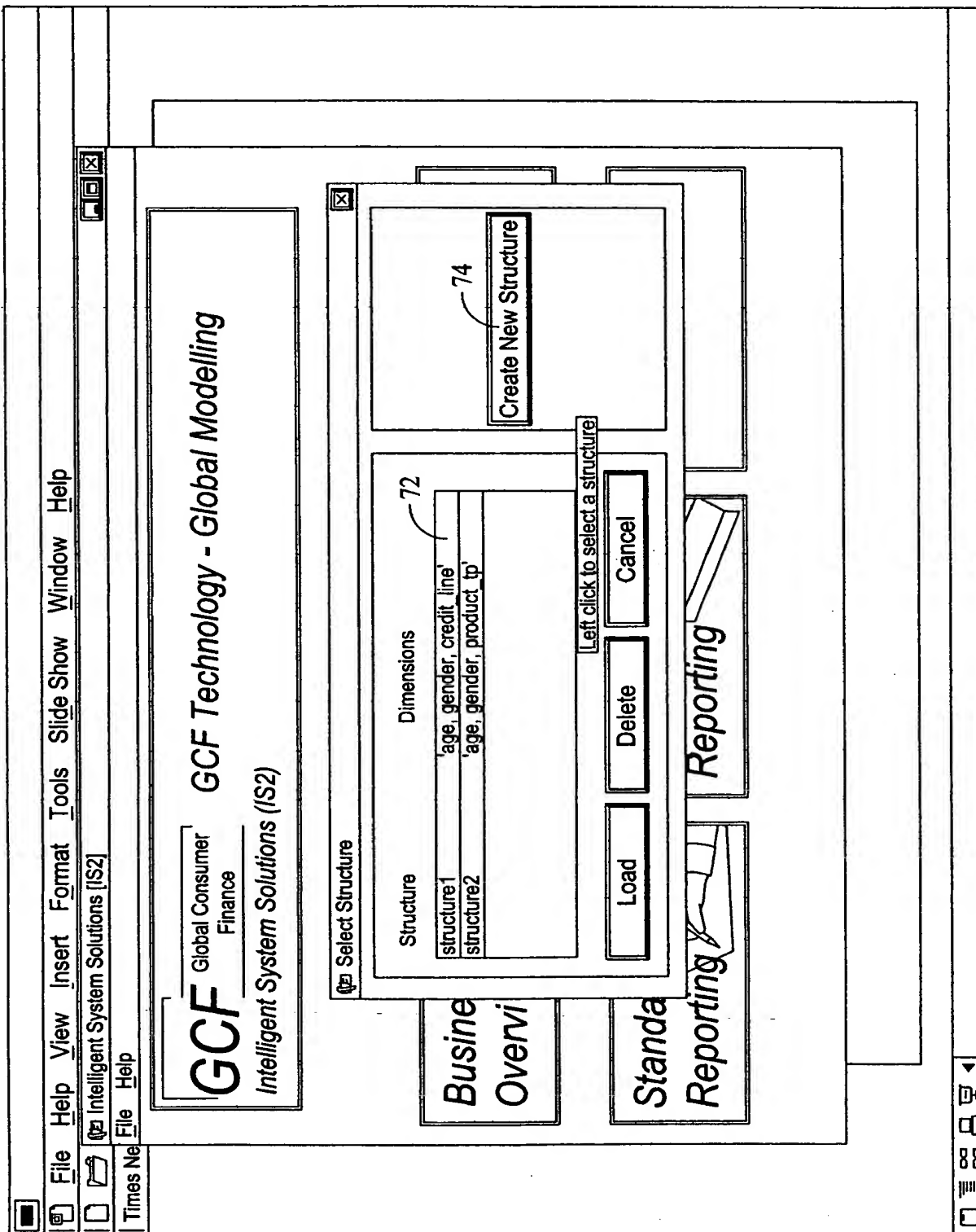
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Intelligent System Solutions [IS2]

File Help

GCF Global Consumer Finance
Intelligent System Solutions (IS2)

GCF Technology - Global Modelling

Select Targetted Mail

Mailing Pre-Selection Cri

Generate Mail File

Create Selection Table

Table Name	Tag Name	# Accounts	# Mailed Control	# Non Mailed Control	Cost of Mail Piece	Pre Selection Table
JAN_001_1	9980105CCAA19803VXYGOLD	50000	2000	2000	0.05	FILTER JAN 01

Create Table View Table... Delete Table... Close

Start 1:07 PM

FIG. 7

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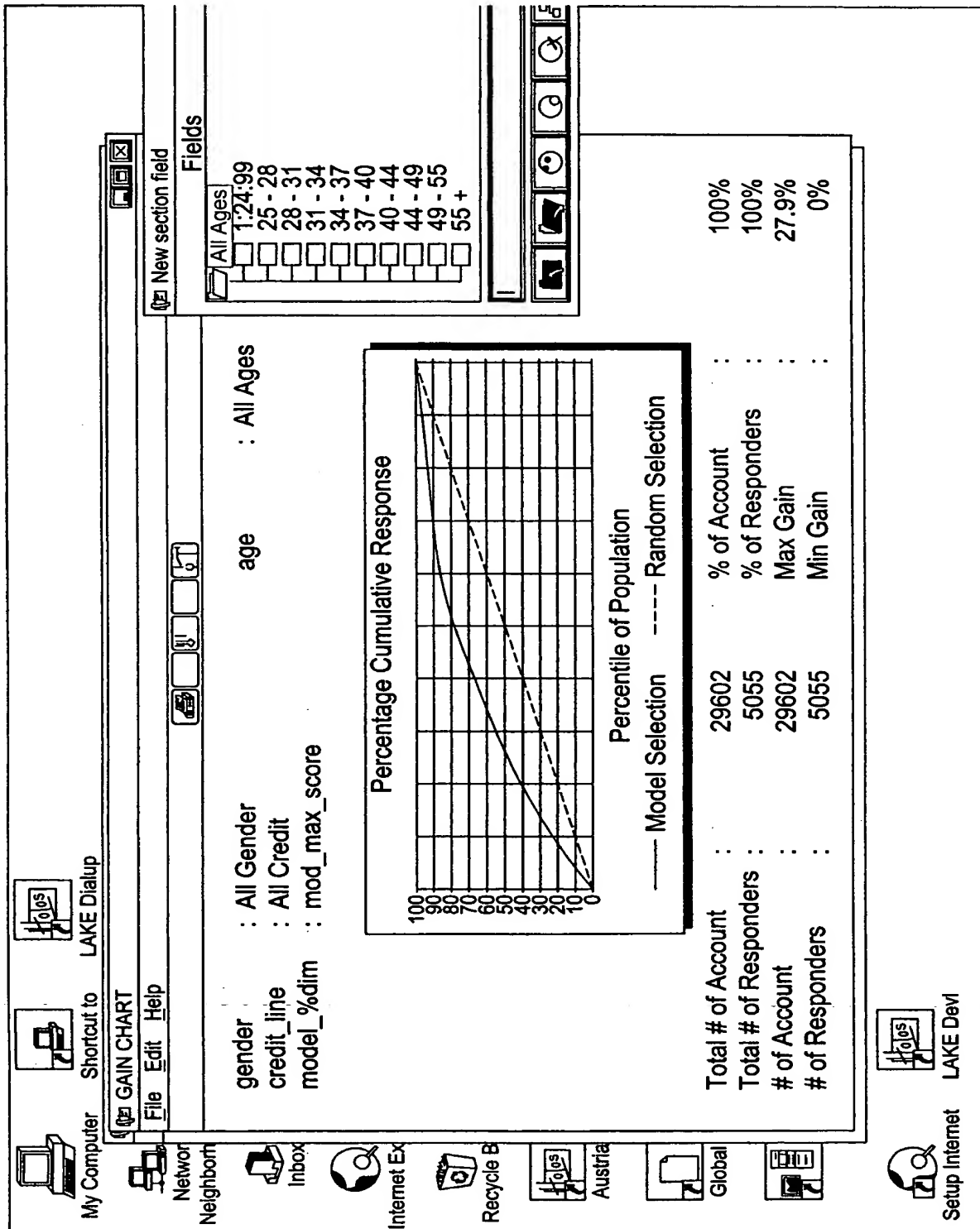


FIG. 8